ATTACHMENT 2

083434

April, 1990

PHILLIES AD/PACE TEST

(Non-Menthol Kings)

DISCOUNT SMOKERS										
	RANDOM					BASIC (AUGMENT)				
		Male		Female			Male		Female	
	Total	18-34	35-54	18-34	35-54	Total	18-34	35-54	18-34	35-54
	400	100	100	100	100	300	75	75	75	75

PREMIUM SMOKERS																		
	MARLBORO SMOKERS							OTHER PREMIUM SMOKERS						MALE CAMEL SMOKERS (AUGMENT)			
		Male			Female				Male			Female						
al	18-24	25-34	35-54	18-24	25-34	35-54	Total	18-24	25-34	35-54	18-24	25-34	35-54	Total	18-24	25-34	35-54
)	75	75	75	75	75	75	300	50	50	50	50	50	50	175	75	50	50

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Source: https://www.industrydocuments.ucsf.edu/docs/xzjj0004